



Jorie Lueloff

Second Chicago Tv 'Newscastress'

CHICAGO

Competition among Chicago tv stations for the stable but sometimes elusive commodity—news—is taking on two fresh qualities—news background and beauty, with the ratings race the big prize.

WMAQ-TV, scheduling "Chicago Report" from 5 to 6 p.m. Monday through Friday made its first move to pulchritude by hiring Jorie Lueloff, who will fill the role she calls "newscastress."

Miss Lueloff's appearance in electronics journalism is not a first for Chicago and may even be the forerunner of a swing to femininity on Midwest tubes. Another blonde, Sheri Blair, has been with WBBM-TV (CBS) for nearly two years on news and features, going there from *Chicago's American* where she was a reporter.

Former AP Writer

Miss Lueloff was writing for Associated Press Newsfeatures in New York. Previously she worked for the Central Intelligence Agency in Washington. She's a native of Milwaukee.

WMAQ also has established a Northwest Indiana News bureau in Gary, Ind., where Bill Warrick will supervise daily news reports. Ted Smart, an American and *Chicago Daily News* alumnus, will cover Chicago news with newsfilm reports. Another recent addition is Bill Matney, from the *Detroit News*. Another American reporter, Martin O'Connor, joined up Aug. 30.

WMAQ has been building up its news staff under the direction of News Director Bill Corley, a veteran of the wire services with a lengthy newspaper background. Two years ago there were 30 staffers performing writing and technical. Now there are 70.

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